

Dunbar Rowland,  
Jackson, Miss.

**SAUNTERINGS**  
From Where The West  
Begins.

By JOHN T. MEYERS.  
For The Sea Coast Echo.

GROTESQUE, shadowy forms cringe along the walls. Eerie walls and moans echo from within deserted houses. Phantom hands drag heavy chains downreaking stairs. Monstrous goblins, winged bats, and hideous black garmented witches astride cob web brooms trot noiselessly about after dark. Black cat-like roadways, eager to cross before one's path.

All of which means Hallowe'en is near at hand. Beware! Tuesday, October 31st is the date. If you would escape this spooky creatures that venture about on this night, certain rules must be observed. Most, the darker olivator man advises, toting a rabbit's left hind foot, and a good sharp razor. Others suggest wearing shoes on the wrong foot, clothing turned inside out, and keeping fingers crossed.

Promised the best advice of the lot comes from a hard-boiled police sergeant. Say he, "Keep a safe distance from all 'spirits' that are coked up 'hot' es. Those are the only 'spirits' that can give any trouble."

CROWNUTS will keep a watchful eye on the pranks of young rooks. Neighbo'ren door bells are a target for mischievous ringing on Hallowe'en night. Gates are removed and hidden. The little tots enjoy ducking apples and ghost story telling.

In some instances acts of rowdyism and vandalism have been practised under the guise of harmless fun permitted for the occasion. This is unlawful, and the culprits should be severely punished. Intelligent parents always impress upon their children the moral obligation of respecting the rights and property of others.

THREE airplane loads of distinguished visitors of national and international fame swooped down from the sky, and alighted at Randolph Field on last Friday. Randolph Field is located 17 miles east of San Antonio.

Members of the party included Vice President John Nance Garner, Senator George A. Farley, and a retinue of assistant postmaster general, Willard M. Senator, representative of Mississippi, and other officials.

After visiting Randolph Field, largely aviation center in the world, the group took off for Gold Field, located in the outskirts of San Antonio. There they drove to the Alamo where the echoes were muted. The visitors then viewed the interior of the famous shrine of Texas Democracy. A public-spirited luncheon was given in honor of the visitors at a downtown hotel.

Vice President Garner, Postmaster General James A. Farley, and members of his party visited to scenes and experiences of real wild western life during a short visit to R. W. Morrison's ranch down aisle 3 the Texas-Mexico border.

Will Rogers was along, too, and gave the Washington, D. C. boys an exhibition of his skill with horse and lariat, as well as his inimitable ability to hit the bull's eye with his 45-caliber wise cracks.

MONDAY morning a 44-year-old crippled merchant leaped from a bank building, and crashed to death on a two-story gravel roof below. The man, known by this writer, leaves behind a wife and small child.

Deliberately smoking a last cigarette, he removed his hat and coat and wrote his last message to the world on a card from his pocket. "It looks like I have been a failure all my life. God forgive me."

No one can understand the personal mental torture of a fellow human that would prompt an act of self destruction. However the question remains. Is it really a waste out of life's seemingly unbearable burdens? Does one's existence end with death? I wonder. What is your opinion?

YOU don't have to drink 'shimmy' or white lightning to see big snakes out in San Antonio. As George Vernon stepped into his back yard one night last week, he heard the threatening warning of a deadly diamond-back rattlesnake. The snake was coiled and ready to strike. Two pistol shots put an end to the rattler. It measured seven feet.

FIRST appearance of sleeping sickness has been reported by local physicians with two cases diagnosed as being this strange malady. One patient, a 12-year old girl, succumbed without regaining consciousness. The other, also a child, now isolated at a local hospital is showing signs of improvement according to reports. Health authorities do not fear the disease will reach an epidemic stage here. However, every precaution is being exercised by the medical profession. Sleeping sickness is termed encephalitis lethargica in medical circles.

FROM Sonora, Texas, up yonder in the mountains where sheep and goats are raised on a scale, comes report of sale of 30,000 pounds of stored spring raw wool. The price was quoted at 30½ cents. Other recent activities included shipment of 300 car loads feeder lambs. 13 additional cars were loaded previous to this larger shipment. A firm market at 14½ cents continues for mutton lambs.

**Feast of Christ, King  
Of Kings to be Observed  
Locally Next Sunday**

In preparation for the Feast of Christ the King, a special Triduum has been arranged in the Parish of Our Lady of the Gulf. Benediction of the Most Blessed Sacrament will be given Thursday, Friday and Saturday evening at 6:30. The Feast itself will be on Sunday, October 29th. On this day a Solemn High Mass will be celebrated at 10 A. M. This mass will be followed by Solemn Benediction.

SUBSCRIPTION \$2.00 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISS., FRIDAY, OCTOBER 27, 1933.

FORTY-SECOND YEAR, NO. 43

## BAY ST. LOUIS, ONCE THE FRENCH CAPITAL IS CHARMING COAST CITY

Says George M. Moreland, Distinguished Feature Writer  
For the Memphis Daily Commercial Appeal—Tells of  
Visit to Place Which D'Iberville Once Proclaimed  
ed As Capital of French Louisiana.

George M. Moreland, columnist and feature writer for the Memphis Commercial Appeal, recently visited Bay St. Louis, and gives his impressions in an illustrated article appearing in the paper he represents, of Sunday, October 15. Illustrations show beach boulevard home of Major W. A. McDonald, street scene at head of Main and Beach, St. Stanislaus College and Mrs. Albert C. Brown, hostess Brown's vineyard.

The Echo reproduces the article in full in order that our readers may read it for its informative, historic and romantic charm and general value as well.

BY GEORGE M. MORELAND.

Wild Indians roaming the tangled woodland haunts. Woods as wild as were the Indians. The soft lullabies of the tides of the sea breaking in musical monotone over the sand-strewn shores. Soft mellow sunshine beaming down on the thatched villages they stood in awe and gazed upon the mysterious white-winged ships, something they had never seen before in all their lives, dropping anchor in a land-locked bay upon the bank of which these Indians had built their village—village they called by the musical name of Chicapoula.

This was the scene that would have presented itself to the observer if he had stood upon the bank of the Bay of St. Louis in southern Mississippi more than two hundred years ago.

Beautiful is that story. The intrepid D'Iberville and his brother, Bienville, had discovered the Bay of Biloxi. They had decreed that a settlement should be made there and had designated that settlement as the future capital of French Louisiana.

Explored the Country.

Then these adventurers set out to explore the surrounding country. Their little white ships lifted anchor and departed from "Isle aux Vases" or Ship Island as we would express it in English. They proceeded westward. They passed another fairy-like island which because of the many raccoons they found inhabiting it, thinking they were cats, they christened Cat Island. Then the adventurers continued westward. They soon perceived a wide and beautiful bay reaching back into the wild and tangled haunts of the shore line.

This bay, beautiful and landlocked, so impressed the explorers that they entered its mouth and dropped anchor in front of the Indian village which was known then as Chicapoula.

The day was the king's birthday. Thus the bay was named—was called Bay St. Louis in honor of the beloved king of France. The Indians welcomed the white-winged ships drop anchor in their beautiful bay. They saw the mysterious looking men with pale faces land. They were the black-robed priests stand reverently upon the bay shore as the natives murmured soft lullabies at their feet and raise aloft the emblem of Christianity and in a ceremony that was solemn and impressive declare that the name of that beautiful body of water should be for all time the Bay of St. Louis.

Then the pale faced intruders departed. They left the tawny inhabitants alone in their wild wood haunts—alone at their village called Chicapoula.

Although after that date, early in the year 1700, the French occasionally visited the Bay of St. Louis the Indians were left unmolested in their sequestered wilds undisturbed by the intrusion of the white race who centered their efforts at settlement at Biloxi and Mobile, and later at New Orleans.

To Spain

Bye and bye, the French passed Lousiana along to the crown of Spain. Instead of the soft patois of the French the Indians next came in contact with the haughty Castilians. The Spaniards, however, kept in contact with the beautiful country along the coast of what is now Mississippi. An old road, or arl, was established, extending from the old settlement of St. Augustine in Florida, to Santa Fe in New Mexico. This trail later became known as the Old Spanish Trail. It passed along the Gulf coast and crossed the Bay of St. Louis near its mouth. It is interesting to note that in recent years the United States has constructed a federal aid highway from St. Augustine to Santa Fe—U. S. Highway No. 90—which is known commonly as the Old Spanish Trail.

Even as early as the French occupied the country, the Indian village of Chicapoula became a settlement of the white men. A straggling French village grew up on the west bank of the Bay of St. Louis. The old Indian name of the village was changed to another name selected by the French settlers. The village was called Bay St. Louis.

The early history of the settlement at Bay St. Louis is hazy. It seems that the city has never had a local historian to properly preserve its history. But we know that the village grew. We know that the French and later the Spanish settlers made homes there. Then in the earlier years of the preceding century.

(Continued on page three)

## The Sea Coast Echo

The County Paper.

LAST RITES FOR REV.  
FATHER H. MORTIER  
FRIDAY AFTERNOON

Interest and Enthusiasm Indicates Success For Innovation Entertainment.

A second meeting of the forthcoming burlesque circus benefit to be given on Saturday and Sunday nights, November 18-19, at St. Joseph Academy Gym, was held Tuesday night and reports received are to the effect the project is progressing rapidly and encouragingly, with lots of enthusiasm in evidence on all sides. The benefit is for St. Joseph's Academy Gym fund.

Following complete committees were announced at the meeting Tuesday night:

Floor and Building—Norton Haas, chairman; Waldo Otis.

Amusement—Chas. A. Gordon, chairman; Dr. J. A. Evans, Lieut. G. Tucker, Ed Arceneaux, Dr. Anderson, Jimmie Jones, Jerry Gordon, Ainsworth Kidd, L. S. Elliott, Dr. W. S. Speer, Ed Jones, Bob Genin.

Zoo—Martin Blanchard, chairman; Lights—Geo. Stevenson, chairman; Gus Ladner, Townsend Wolfe.

Door—Thomas Smith, Sr., chairman.

Streets of Paris—Henry Capdepon, chairman; Dr. C. M. Shipp, Dr. A. P. Smith.

Attendance Prizes—Jos. Scharff, chairman; M. E. Badon.

Publicity—Chas. G. Moreau, Honorary Chairman; L. S. Elliott, chairman; Mrs. L. S. Elliott, Mrs. A. M. Adams.

Tickets—Dr. M. J. Wolfe, chairman; Mrs. Sidney Prague, Mrs. Ed Arceneaux, Mrs. Robt. Mitchell, Mrs. Roger Boh, Mrs. A. M. Adams, Mrs. (Lieut.) Tucker, Mrs. W. R. Johnson, Mrs. V. Liana.

Donations—Mrs. John Damborino, chairlady.

Country Store—Mrs. Chas. A. Gordon, chairlady; Mrs. Geo. Stevenson, Mrs. G. Y. Blaize, Mrs. John Green, Mrs. Tom Smith, Mrs. Albert Biehl, Mrs. C. Benjamin, Mrs. Soniat, Mrs. Tolivar.

Side Shows—Mrs. L. S. Elliott, chairlady; Mrs. Jos. Genovese, Mrs. John Damborino, Sister Antoinette, Sister Cornelie.

Circus Lemonade—Mrs. H. T. Fayard, chairlady, Mrs. Randolph Bourgeois, Mrs. C. Monti, Mrs. Arthur A. Scafida, Miss Leah Roy, Miss Emma Garriga.

Cake Stand—Mrs. Jimmie Jones, chairlady; Mrs. Geo. Hammer, Mrs. Ed Carrere, Mrs. F. Bopp, Mrs. Ed Fahey, Mrs. V. Liana.

Coffee Stand—Miss Margaret Green, chairlady; Mrs. Geo. Rea, Mrs. (Dr.) A. P. Smith.

Gypsy—Mrs. A. M. Adams, Mrs. Sarah Power.

Hot Dogs and Sandwiches—Mrs. R. L. Genin, chairlady; Mrs. M. V. Gex, Miss V. Gex, Mrs. C. Genin, Mrs. J. Demoran, Mrs. A. Rauxet.

Sewing Committee—Mrs. Wm. A. Staehle, chairlady.

Peanuts, Candy and Pop Corn—Mrs. Jos. Scharf, chairlady; Mrs. E. Strong and High School Girls.

Grab Bag—Miss Kathleen Renshaw, Miss Hazel Kergosien.

Circus Balloons—Mrs. William A. Staehle.

Return From Fair  
And Extensive Motor  
Trip of 3000 Miles

Mr. P. E. Porter, local business man, accompanied by Mrs. Porter, returned home Sunday from an extensive motor trip of two weeks' duration, during which time they covered three thousand miles and spent several days at Chicago where they visited the A Century of Progress.

From Chicago they visited relatives at Akron, Ohio, thence over to Pittsburgh, Pa., where Mr. Porter's father's family live. From there they motored to Washington, D. C., over to Charlotte, N. C., thence down home by way of Montgomery.

"Both our visit to the Fair and motor trip was most enjoyable," said Mr. Porter. "We had perfect weather all the time and met without the slightest untoward incident."

All Soul Day.

The day following, All Soul's Day, there will be two masses at Church Our Lady of the Gulf. The first at 6 o'clock and the second, a solemn requiem high mass, at 8 o'clock. The latter with Very Rev. Father A. J. Gmelch as celebrant, Rev. Father Tahey deacon and Father Moran sub-deacon. Pupils of St. Joseph's Academy will form the choir and sing at mass. Public invited to all ceremonies for both days.

ANNOUNCING BAZAAR BENEFIT

St. Stanislaus Parents Club announces a bazaar on the evening of December 3. Further particulars will be given later. In the meantime, the public is asked to keep the date of December 3rd in mind.

NOTICE OF POSTPONEMENT

On account of November 1st being All Saints' Day, St. Margaret's Daughters meeting is postponed to Wednesday, November 3, at 3 P. M. at the home of Mrs. G. Y. Blaize, in Hancock street.

ATTORNEY ROBERT L. GENIN

</

# THE SEA COAST ECHO

A CONSTRUCTIVE FORCE IN THE COMMUNITY

ECHO BLDG.

Forty-Second Year of Publication.  
Chas. G. Moreau, Editor and Publisher.

Official Journal Hancock County  
Official Journal City of Bay St. Louis.

Member National Editorial Association.  
Member State Press Association.

Subscription Terms, \$2.00 Per Annum  
Always in Advance.

Entered as Second-Class Matter at the Postoffice,  
Bay St. Louis, Miss., under Act of March 3, 1879.

## NAVY DAY THOUGHTS.

**T**HREE are men and women in the United States, and perhaps some in Hancock county, who consider that every dollar spent on the American navy is money thrown away. For them to-day, Navy Day, October 27th, is useless and absurd.

Certainly, we would prefer to see the money spent on guns and ships used for other purposes but, so long as other nations maintain navies the United States should be able to support her own. Richest among the nations of the earth this republic has been modest enough in its naval establishment. Certainly, in scrapping ships and agreeing to control navies, we have given abundant evidence of a patriotic spirit.

Disarmament by regulation is a splendid principle, now in effect, theoretically, through the 5-5-3 ratio established at London. However, at no time has the United States availed itself of the treaty right to build up a navy equal to Great Britain's and we have permitted the Japanese to construct a fleet practically the equal of our own.

However, there are ominous portents in the Far East where Japan, with a widely different culture, pursues a militaristic policy and talks, through officials, of leading the Asiatics in breaking down the domination of the white race. Certainly, we should take note of the notice, already given, that Japan will insist upon a larger navy than accorded her by the treaty.

No sensible American desires conflict with any nation but no patriotic American is willing that this nation shall be unable to defend itself. No navy has ever produced the curse of militarism or been able for many days, to dominate the domestic affairs of any country. A strong navy is a guarantee of protection that the United States can not afford to be without.

## WOULD ADOPT CODE PERMANENTLY.

**E**VERYBODY recognizes that the N. R. A. program involves a revolutionary change in the management of our industrial organization. It seeks to put into effect some method of intelligent planning and cooperation rather than the old cut-throat competition with its resultant wastes to all. At a meeting of New Hampshire Manufacturers Association the officer of a large company said that the cotton textile code should be made permanent.

This officer, Robert Amory said: "Thus far the results of the cotton industry code have been so hopeful that I feel every bit of our energy and effort should be devoted to making permanent this general principle of industrial agreements entered into openly, while watched over by the government and representatives of the consumer and of the worker. I hope that the present emergency measure which expires in June, 1935, will be prolonged by national legislation. This seems the best and soundest course."

## AMERICAN EDUCATION WEEK

**U**NDER the auspices of the American Legion, the Parent-Teacher Association, and the public school people American Education Week will be observed throughout the Nation during the week beginning Monday, November 6th. At this time the people of the country are requested to give especial attention to the schools by visiting them, making speeches, by mass meetings and in any other way that will tend to make the school a better place for our children.

State Superintendent of Education says that in Mississippi we already have a fine appreciation on the part of the public for the public schools but in many counties there will be mass meetings in one or more places in the county in the interest of a better understanding of just what is most needed now to help the schools carry on in the best possible way in these times. We hope that every citizen of the state will do something within the next month out of the ordinary to improve the general school situation.

## HUEY LONG NO ASSET FOR MOVIES.

**A** NEW ORLEANS newspaper some time since reported that Senator Long had journeyed from office to office of newspaper syndicates in New York City with a view of contracting for a daily short spiel a la Will Rogers on the front pages of daily newspapers and was turned down completely.

Now comes the story from the film capital on the Pacific Coast that Long is neither wanted in movies. Louella Pearson, recognized writer from Hollywood says that Huey Long may be great copy for the newspapers, but he isn't what the doctor prescribes for the screen. Warner Brothers, who sent William Rankin East to interview the much-publicized Senator, have decided against filming the colorful and dynamic Louisianian. Reason is that a story picturing certain published incidents might not find favor and might even end in a libel suit. On the other hand, a romantic story falsely sentimental would not make much headway with an American public that demands its hero be pictured without benefit of a halo.

The NRA, according to Gen. Johnson is an experiment. Let's help it work in the hope that it will bring about better days.

## THE NEW ERA IN HOME BUILDING.

**F**ROM the standpoint of today's homebuilder, the depression has produced one good result.

According to a news item from Seattle, building has acquired a new status in the last three years. Architects and contractors agree that it will never go back to the old basis. The principle change has been in the degree of discrimination developed by the prospective builder and buyer. He may be buying a very inexpensive place—but he has learned to demand beauty and artistry and good workmanship and materials. It is doubtful, as the news item observes, if the old jack-knife carpenter and the contractor who threw up a number of jerry-built homes as a speculation, will have a place in the new order.

What is true in Washington is true, to a greater or lesser degree, elsewhere.

There has never been a better time for building a new home or rebuilding the old one—never a time when we could get so much, both in materials and in expert advice, as at present. The buyer's market still exists—the price rises that have occurred recently are as nothing to the price rises that are coming.

Bay St. Louis and vicinity are on the verge of a building revival. Many homes have become almost obsolete, many beyond intelligent repair and the natural conclusion is to the effect that many new dwellings will be seen in numerous evidence.

Local dealers and contractors and architects (for do not build without the aid of one), can tell the whole story. Call on them—get in on the ground floor and new era of home building.

Our subscription records show a lot of names whose owners will fail to get their paper next month unless they pay loose a few shuckles and send them to the main office.

## GOV. CONNER AND TAXES.

**I**t is apparent an added sales tax will be one of the results of Mississippi's next legislative session. Governor Conner's ambition is to practically wipe away the ad valorem tax as this appears the only way to give the tax-burdened property owner relief. And no other way is apparent than to add to the already successful sales tax.

The sales tax has had many converts since it has gone into practical usage, but many remain opposed on the same general principles as when the war against it was bitterly fought at Jackson. The fact much of the State's debt has been wiped away is an incentive to further exploration into this manner of raising money for the State, a method by which everyone shares.

The ad valorem tax falls on a certain few and has been growing more burdensome each year until now it practically amounts to confiscation. This is proven by the published delinquent tax sales of city, county and State.

It is certain Gov. Conner is honest in his purpose, that he is going to give the ad valorem tax some sort of relief if not a remedy. Of course, we will as a whole pay the tax, but under a different name and in a different guise. But a relief to the ad valorem tax-payer will in measure be received with acclaim and in benefit not to be overestimated. Times and conditions change and people and their custom must change accordingly.

The idea that great geniuses just happen along may be sound, but the average citizen amounts to about as much as he works to be come, and no more.

## PROGRESSIVE WAVELAND.

**O**UR municipal neighbor and sister city as well is getting ready for the great revival about to happen. And, again, Waveland is fully aware of the advantages of the completion of La-Miss highway short-cut and getting ready for the new era to subsequently dawn with New Orleans twenty-five miles closer to this section and the advantage of the all-paved road connecting the big city with the gulf coast.

In addition to other improvements, including the beginning of a new white way for the beach boulevard, Waveland will vote Saturday on a \$40,000 bond issue. To raise money to meet an allotment from federal funds with which to hard-surface its streets. Waveland will receive abundant federal money for this work at a rate of only 51-2 per cent, complete the projected improvement and incidentally supply work to many at this particular time.

Waveland is not only to take care of the present but is looking ahead, and it might be well for other cities to follow likewise.

It is said more dwellings have been built in Waveland this year than any other one town of its size. In addition the remodeling of its largest mercantile establishment into a substantial city-like place of business is an indication of considerable meaning.

## JAMES RESTER.

**D**EATH of James Rester, substantial farmer and resident of Hancock county for over a half century, was noted in these columns last week and is a distinct loss to the ranks of citizenry of the county.

Mr. Rester was of that type constituting the permanent and constructive class that go to make for the very existence of a community and his loss naturally is a distinct one to the county. There are too few men and women of this splendid type and we can ill afford to lose them. Only recently The Echo took occasion to mention of the number of outstanding citizens of Hancock who have passed away within a comparative short time and how great a loss in the aggregate as well as individually. Mr. Rester was in this class.

His loss is deeply deplored. However, he lived an exemplary life and six fine sons, worthy of their father's name, will carry on precepts of their father for better neighbors and citizens. May their number increase and may they live long. James Rester has left an imperishable heritage to his children.

## MERELY THEORETICAL

By GEORGE E. SCHILLING  
(For The Sea Coast Echo)

### FOREIGN TRADE.

**D**R. Harold G. Moulton, Brookings Institution, which is a very scholarly, intellectual and exclusive institution indeed, has renewed, with reference to cotton, a suggestion originally made by the Honorable Alfred Smith, former Democratic candidate for president. Dr. Moulton's idea is that we should cancel some of the so-called war debts on condition that Europe buy some of our surplus cotton.

The philosophy of this brilliant suggestion is not new. In comic opera of some thirty years ago the German comedian had a bill that he was trying to collect from a nobleman. When the debt was explained that he would not, or could not, pay the bill the comedian made the same offer now proposed by the distinguished gentleman from the East.

"Well, if you can't pay me, den vifyou let me work it out!"

The American people seem to be singularly dumb about foreign trade, and as Robt. Fitzsimmons, the noted pugilist, once remarked of his opponents, "the bigger they come, the harder they fall." The word "trade" itself ought to be a bar to much of the loose talking, writing and acting done by our great statesmen, publicists and financial giants, but its meaning seems to be entirely overlooked.

A little economic history may help to explain our general goofiness on the subject. We have been trying to fit nineteenth century thinking to twentieth century facts.

Until the great war, less than twenty years, ago, this was a debtor country, having borrowed money to develop the country and build our immense transportation and industrial plant. (Of course the "money" received was mostly in the form of various goods and services received by America, not in the form of coin.) We had at first an "unfavorable balance of trade," which meant that we bought more than we sold, just like a man starting in business, laying for the excess imports with borrowed money. Then we changed to a "favorable balance" which was necessary to provide credits (money if you prefer) to pay interest on foreign loans, as well as tourists' expenditures, immigrants' remittance and financial and shipping services.

The war changed this all about in five years. We paid back our loans and began lending money to Europe. When we entered the war the government borrowed money from its own citizens and loaned it to Europe to pay for their immense purchases in this country, not only of war materials, but also of supplies for their civilian population. Our associates made us pay cash for our purchases from them; but they bought from us on credit, giving us their I. O. U.'s for their bills. The amounts, as finally adjusted, total something over ten thousand million dollars, which you and I will have to help pay, with interest. Now the Europeans declare that we are a lot of contemptible Shylocks, that they do not owe us the money, and they are not going to pay us, and that's that.

Our government quit loaning money to Europe a year or so after the war was over, and Wall and Broad streets took up the burden, at a very nice profit to some of the big banks and bankers. We were shipping out more goods than we were buying, loaning our customers money to pay for them, and kidding ourselves that we were making a profit out of the deals. They had some fine words to cover up the bad jokes on America.

"Disposition of surplus production" was a great favorite. It was easy to make that phrase sound as though there were some sense in it. "Favorable balance of trade," an idea exploded by Adam Smith in 1776, the year of the Declaration of Independence, was another.

Try it on a small scale, so you can see it more easily. Your grocer can increase his business enormously by merely giving credit to everybody in town, whether they can, or will, pay him back or not; but he can't make much of profit that way, even though he does increase both sales and employment as long as his own money holds out. Business is business, on a large scale as on a small scale. There is no trick of high finance that will save the situation when bills are uncollectible, although there are many tricks to postpone the crash and to make a private profit from the deals. The great secret of success in all business is in prompt collections, as our best business men know.

"Trade" means barter—the exchange of one thing for another. It is not trade when a person, or a country, gives away goods without getting anything in return except worthless promises to pay. Gifts may be noble and/or generous, but they are not financially profitable.

The twentieth century paradox is that we must learn to consume more in order to sell more. The British understood this in the days of their supremacy. They imported more food and raw materials than they exported of manufactured goods, and grew rich on an apparent "unfavorable balance of trade."

We have their lesson to learn, although it will be far more difficult for us because we are so tremendously rich already that we need to buy very little. Our real problem is not to produce and to export, but to distribute our surplus wealth and use our own riches.

## BUY NOW IS U. S. SLOGAN FOR NEW NATIONAL CAMPAIGN

New Phase of N. R. A. Is Urged by Roosevelt and Johnson.

The "Buy Now" campaign on a nation-wide scale has the enthusiastic endorsement of President Roosevelt and National Recovery Administrator Hugh S. Johnson.

That such a movement is timely can be testified by hundreds of thousands of merchants the country over who will tell you that citizens in every town and city have been skimping along, on "as little as possible" for the last three, or four years, and, as a consequence, business has been on the limp.

Industry and trade, represented by the manufacturers and merchants, have done their part by signing agreements to give their employees fair wages and shorter hours of labor. Unless the consumers of the country now do their part, these manufacturers and merchants will be unable to continue under their respective codes.

We have in Bay St. Louis merchants who have signed agreements, at great sacrifice to themselves, to pay higher wages and employ more workers. That the people of this community should support these merchants with their business stands apposite.

General Johnson urges the housewives of the country to realize that now is the time to buy because they will not only save money by buying when prices are low, but because every dollar spent now is helping to keep the wage canner in her family on payroll.

The average family has been waiting for "better times" to arrive before needed purchases are made. General Johnson asserts, "Better times are here. There is a new confidence abroad in the land. Men are going back to work. Industry is bringing into the market improved products held back for these better times. Merchants are restocking their shelves and warehouses."

Then he adds a word to the wise: "Better times always mean higher prices. Now is the time to buy for purely selfish reasons. Prices are going up. Buying now is an investment."

The Echo urges the citizens of this territory to enter wholeheartedly into the spirit of this campaign. Visit the stores of Bay St. Louis and give the local merchants a chance to supply your needs. If they cannot meet the fair competition of big city merchants on mail order houses they will not expect your trade.

Already the effects of this "Buy Now" campaign is being felt here and all over the nation. NRA officials feel that the most serious obstacle in the way of returning prosperity will have been removed if the citizens of the nation begin supplying their immediate needs, thus placing money into free circulation. Increased business for the employers means that they will be able to pay higher wages and employ more help and this, in turn will be reflected in improved conditions for every citizen in the country.

## CHRISTMAS PACKAGE.

Douglas, Ariz.—Mrs. Nell Overlock beat Santa Claus by three months in mailing the first Christmas packages of the year. She now claims the national record for mailing presents early.

# Merchants Bank and Trust Company

BAY ST. LOUIS, MISS.

HAS served Bay St. Louis, Hancock county and adjacent territory for thirty years, and enjoys the confidence and patronage of a growing clientele. However, we invite further business and seek to serve all in need of such excellent banking facilities as we offer.

We are at your service all the time and will be glad to have you call.

Checking Accounts — Savings Accounts.  
Safety Deposit Box Service.

# Merchants Bank & Trust Co.

Serving the Public.

# Keeping Faith..

WHEN we organized the Mississippi Power Company in 1925 our earliest statements of policy included the dedication of our resources to supplying Mississippi with abundant, equitably priced power which would attract industry and lift the burden of labor in home, farm and factory.

How well this policy has been carried out is shown by a decrease of 6.4c per KWH or 50.8% in the average price paid for residential energy by our customers from 1925 to 1932 and by an increase in average residential usage from 274 KWH per year in 1926 to 576 KWH in 1932, or 110%.

At the same time rural lines have been built, and industry has followed in the path of ample power.

In announcing another general residential rate reduction effective with Nov. 1, 1933 billing, we continue to keep faith with and in Mississippi.

The new Residential Electric Rate follows:

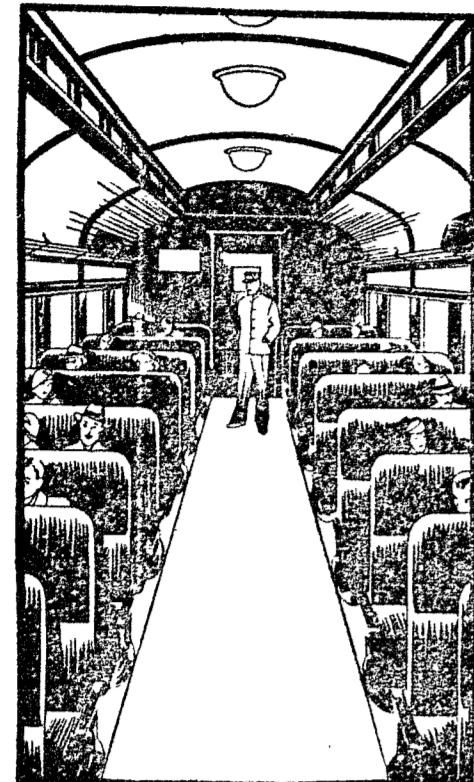
8 1/2c per KWH for first 23 KWH per month
5 1/2c per KWH for next 23 KWH per month
4c per KWH for next 40 KWH per month
2 1/2c per KWH for next 110 KWH per month
1 1/2c per KWH for all over 200 KWH per month

Above are net rates-Minimum Bill \$1.00 per month.

The new rate is a reduction into every city, town and hamlet which we serve. They mark our continued purpose to conduct the operations of this Company so as to warrant the fullest possible use of electric energy by every consumer.

B. E.

# Nearly 1200 MORE PEOPLE PER DAY are Finding it CHEAPER, SAFER and MORE COMFORTABLE to Travel on L&N TRAINS



**2¢**  
A MILE  
IN COACHES AND  
EACH WAY FOR  
ROUND TRIP TICKETS  
GOOD IN PULLMANS

**3¢**  
A MILE  
FOR ONE WAY  
TICKETS GOOD  
IN PULLMANS

**L&N**

**No SURCHARGE**  
IN PARLOR OR SLEEPING CARS  
PULLMAN FARE ONLY

LOUISVILLE & NASHVILLE R. R.

## BAY ST. LOUIS, ONCE FRENCH CAPITAL IS CHARMING COAST CITY

(Continued from page 1)

tury the United States acquired French Louisiana and also Spanish West Florida, as the Mississippi Gulf coast region was then called. A new territory was created and the new Gulf coast section became a part of the Territory of Mississippi.

### New County

A new county was organized by the territorial Legislature of Mississippi, Feb. 5, 1812—a county that stretched along the Bay of St. Louis. It was called Hancock in honor of John Hancock of Massachusetts, one of the signers of the Declaration of Independence.

The first county seat was at a now defunct town off the seacoast, but later Bay St. Louis was made the county seat and so remains to this day.

In my rambles last week I drifted along the beautiful stretch of country known as the Mississippi gulf coast. I crossed the Bay of St. Louis on a handsome highway bridge—a free bridge, thanks to the wisdom of the Mississippi highway department—and entered the portal of Bay St. Louis lasking in its silvery sunshining upon the west bank of its shimmering bay.

I drove slowly and enraptured down the winding streets of Bay St. Louis. I half held my breath. At every turn in the seaport streets I saw new sights which pleased me. I saw quaint houses, through the portals of which I half expected to see some fine old French dame emerge. I saw the lattice windows painted green—always green—staring at me like the pictures from some old story book. I saw flowers of variegated hues growing in the yards. I saw the tidy, quaint little business establishments of the merchants of Bay St. Louis.

My wife and I ate at a restaurant for lunch. What quaint little place it was! It was small. The quaint, unaffable proprietress met us at the door and escorted us to seats at a table that was immaculate. And what would we have? Surely we took French drip coffee—asked for it twice before our lunch was brought. The coffee was served. It was so black that it looked green and so good that the landlady was asked to refill the cups. Then the lunch. It was nothing unusual but in that quaint environment it tasted like a dinner spread for some queen—a French queen at that.

Then I stood in the middle of the principal business street of Bay St. Louis. I was perplexed—hypnotized. I did not know which way to turn. I have been assembling stories for this newspaper for a dozen years. I usually have no trouble in assembling data at any community I choose to visit. But this town—it was different. Where should I begin?

**She Helped Him.**

I appealed to the affable secretary of the Bay St. Louis Chamber of Commerce, Mrs. M. Juden. Yes, she could help me. She did help me. But I was in a trance. I scolded courage to set out on a prosaic journey of assembling data for a story and destroy an environment that was like that of some fairyland. How could I turn my camera upon those quaint old houses? It seemed like sacrilege.

I drove down a beautiful boulevard that stretches along the waterfront. I passed the campus of St. Joseph Academy, a preparatory school for young ladies conducted by the Sisters of the Roman Catholic Church. Then I passed a double-spired church facing the azure of the ocean in front of me. I paused. That old church, sedate and sacred in appearance, held me to the spot. A black-robed priest passed me. He smiled and then entered the church. That church is known as the Church of Our Lady of the Gulf.

But I must be on my way. I could not permit the attractions around me to hinder me in my work of assembling a story. I walked down the boulevard. I passed a group of stately buildings facing the waterfront. A tall statue of a saint with outstretched arms as if in an attitude of welcome stood in front of the main entrance to that beautiful group of buildings. I was hypnotized again. I boldly entered the portals of that beautiful edifice—entered the doors where thousands of aspiring young men had entered—and met Brother William of St. Stanislaus College, a preparatory school for young men conducted by the Brothers of the Sacred Heart of the Roman Catholic Church.

Brother William is not an old man. But he is a most delightful character. He is always busy. He was teaching a class at the moment. But he took time from his work to be affable and most accommodating. He helped me assemble data on St. Stanislaus College, institution to which he is giving his life. He answered all my questions and made my wife and I feel exactly like we were at home—like a prodigal son and daughter returned to the partake of the fatted calf.

### Fully Affiliated

St. Stanislaus, one of the older preparatory schools of the State, is a fully affiliated school. Its students enter such universities as Loyola, Tulane, University of Mississippi, Notre Dame, and many others, and make good.

Brother William, having supplied me with more than sufficient data to include in this story, then granted to my wife and I permission to ramble leisurely over the beautiful campus of St. Stanislaus College and to view the buildings, many of which are of recent construction and modern in every way.

If I had enjoyed no other treat while visiting Bay St. Louis that visit I made to St. Stanislaus College would have more than repaid me for the trouble of journeying thence for a story.

Concluding my visit to St. Stanislaus College, I next rambled leisurely all over town. I called at the office of Emilie Gex, a prominent Bay St. Louis attorney. He was busy dictating to two stenographers simultaneously. But that did not deter him from being the personification of affability. That's the way with Bay St. Louis' citizens.

Next I called at the office of the editor and publisher of "The Sea Coast Echo," brilliantly edited weekly newspaper which disseminates all the news of Hancock County. I met its delightful and distinguished editor and publisher, Charles G. Moreau. (Yes, nearly everybody at Bay St. Louis have French names.)

I was accorded a genuine "newspaper welcome" to the sanctum sanctorum of that general editor. And, by the way, Mr. Moreau is not only an editor and publisher by vocation but by avocation he is a harpist—professor of the Merchant's Bank & Trust Co., one of the two "strong banks" of Bay St. Louis, the other bank being the Hancock County Bank. But this man's first love is journalism. The Sea Coast Echo is one of the most brilliantly edited and one of the neatest weekly newspapers physically published in Mississippi.

### Leisurely Over Town.

Then I drove leisurely over town—my wife and I. We drank in theiquity of one of the most beautiful old towns in Mississippi. We saw old homes stained by the touches of time, perhaps by the French. We saw old trees, flowers, trees and shrubs in all the yards.

We drove out the handsome concrete boulevard that extends along the western shore of Bay St. Louis. There we saw other homes. We

## CLERMONT HARBOR

(Continued from page 1)

The Parent-Teachers' Association held their initial meeting in organizing the Clermont Harbor. P. T. A. for the benefit of the town and the new Clermont Harbor School, October 19, 1933.

The meeting was a huge success which was partly credited to Mrs. M. Phillips of Bay St. Louis, who assisted Mrs. A. McQueen in organizing and carrying on the opening meeting. The following officers were elected: Mrs. E. Mogabag, president; Mrs. A. Garcia, vice president; Mrs. C. Jenkins, treasurer; Mrs. E. P. Orte, secretary and publicity committee; Mrs. F. Klein, Entertaining Committee; Mrs. A. McQueen, Program Committee.

The members consist of: Mrs. A. McQueen, teacher; Mrs. E. Mogabag, Mrs. A. Garcia, Mrs. N. Carr, Mrs. C. Jenkins, Mrs. E. P. Orte, Mrs. C. B. Kern, Mrs. T. Klein, Mrs. Jeff Garcia, Mrs. R. Ladner, Mrs. J. Lombardi, Mrs. E. Newport, Mrs. J. Borgades, Mrs. N. Schwartz, Mrs. W. Brown, Mrs. C. Krause, Mrs. R. Danenberger, Mrs. H. Ferrill, Mrs. E. Stith, Mrs. A. Schutler.

The chairman with their committees are as follows:

Our Lady's Committee—Eran LeBlanc, chairman; Almie Hauser, Maude Warren, Nina di Benedetto.

Eucharistic Committee—Clelia Toledo, chairman; Bernice Johnson, Mildred Mastey, Kathleen Gordon.

Mission Committee—Jane Juden, chairman; Elaine Richardson, Margaret Zimmerman, Pearl Raly.

Social Committee—Alma Maxwell, chairman; Lorraine Quintin, Mathilda Maurig, Irma Bell Fahey.

\* \* \*

### CHECKING UP.

The first six weeks of the present scholastic year ended Friday. How many of us ever remember that we ever made such a thing as "Resolutions?" Some of the letters seem to indicate that we have a very short memory in this respect. "There's no time like the present" so let's get to work right now so as not to have any cause for regret in May.

The new system of grading, A. B. C. D., etc., has caused much excitement. Many are in favor, while others have preference for the former method. But this is true of all innovations.

### HONORS FOR FIRST PERIOD.

Seniors:—First honors, Alice Campion; second honors, Lois Wolf.

Juniors: First Honors, Pearl Ray;

second honors, Lorraine Quintin.

Sophomores: First honors, Helen Martin, Alma Maxwell, Nolarita Martin.

—say stately old trees mellow with their weight of years. One old oak, covered heavily with moss, attracted my attention. It stood apart from the other trees like some old patriarch of the forest. Somehow that old tree attracted me. I stopped my car. I pointed out to that tree and repeated to my wife the lines from the pen of the immortal Joyce Kilmer:

"Poems are made by fools like me  
But only God can make a tree."

There it stood—that hoary old tree—even as perhaps it stood upon the bank of that bay when D'Iberville and his companions visited there more than two centuries ago.

Then I drove out U. S. Highway No. 90 for a distance of about two miles toward New Orleans. At a quaint old gabled house of wood by the roadside I paused. I entered the porch and rang a quaint old doorbell. The bell was answered by a delightful lady, Mrs. Albert C. Brown, who accorded us a royal welcome to Brown's scuppernong vineyard, one of the most interesting places in the vicinity of Bay St. Louis.

It was about 75 years ago that William Brown decided that scuppernongs might be made a paying proposition in Hancock County. He built the rambling old house and planted a scuppernong vineyard consisting of 23 acres, one of the largest vineyards of its kind in Mississippi.

It was about 22 years ago that William Brown died at a ripe old age and passed his vineyard along to his son, Albert C. Brown. It was the wife of the present owner who accorded my wife and I a royal welcome to her interesting old home.

Not only is Brown's home a famous scuppernong vineyard but it is a museum as well. Mrs. Brown showed us an old rosewood piano said to be more than 150 years old. Another piano a mahogany piano, "the piano." It is only about 75 years old. Both pianos are still in good condition. Then there is the marble center table with inlaidony top. An old what-not was seen in a corner. It is made of rosewood and is more than 100 years old. Another table with burnt wood top is also interesting. The upholstered chairs remind us of the days of Marie Antoinette and Napoleon.

**Alligator 79 years old.**

Then Mrs. Brown escorted us to the yard. She pointed to an enclosure of wire. There we saw an alligator about six or seven feet long. It seemed not to relish the visit of a newspaper man—wanted no publicity. It made a terrifying noise as we approached which instantly prompted me to inspect closely the wire fence to see if it was substantial. This alligator, a female of the species, is 79 years old. Her mate died a few years ago at the ripe old age of much more than 100 years old.

Before we left the interesting and hospitable Brown home, going and accommodations, Mrs. Brown treated us to glasses of delicious scuppernong juice.

Before prohibition all but destroyed their business the Browns, father and son, made handsome profits selling scuppernong wine which is equal to the fine French champagne.

Since prohibition the profits have been much lessened but the scuppernong juice, unfermented, is still sold to those who desire it. Naturally the Browns are hoping for the abolition of the Eighteenth Amendment to the federal constitution and the legalizing of wines in Mississippi.

Our visit of the hospitable Brown home was a red letter day in our lives. In fact, that entire visit to Bay St. Louis was one long to be remembered. Now as I sit at my desk to write this story I can permit myself to wander back to that delightful visit and even still, I think of Bay St. Louis as some kind of a beautiful fairytale—a sylvan haunt of hospitality, culture, natural charm, artistic accomplishment, and romance are all most enticingly intermingled.

We drove out the handsome concrete boulevard that extends along the western shore of Bay St. Louis. There we saw other homes. We

## WORK AND PLAY AT S. J. A.

(Continued from page 1)

### SCDALITY NEWS.

From the first day of October action, real live action, has been displayed by the majority of Sodalists. There has been a marked increase in the daily attendance at Mass. Many of the members have shown the real S. C. spirit by their faithful daily recital of the Rosary. Of course, there is much room for improvement—especially for those who have been shirking their duty as members of the Sodality.

Five Committees have been organized whose duty will be to take charge of the chief interests of the Sodality. The three officers of the Sodality make up the Publicity Committee.

The members consist of: Mrs. A. McQueen, teacher; Mrs. E. Mogabag, Mrs. A. Garcia, Mrs. N. Carr, Mrs. C. Jenkins, Mrs. E. P. Orte, Mrs. C. B. Kern, Mrs. T. Klein, Mrs. Jeff Garcia, Mrs. R. Ladner, Mrs. J. Lombardi, Mrs. E. Newport, Mrs. J. Borgades, Mrs. N. Schwartz, Mrs. W. Brown, Mrs. C. Krause, Mrs. R. Danenberger, Mrs. H. Ferrill, Mrs. E. Stith, Mrs. A. Schutler.

The chairman with their committees are as follows:

Our Lady's Committee—Eran LeBlanc, chairman; Almie Hauser, Maude Warren, Nina di Benedetto.

Eucharistic Committee—Clelia Toledo, chairman; Bernice Johnson, Mildred Mastey, Kathleen Gordon.

Mission Committee—Jane Juden, chairman; Elaine Richardson, Margaret Zimmerman, Pearl Raly.

Social Committee—Alma Maxwell, chairman; Lorraine Quintin, Mathilda Maurig, Irma Bell Fahey.

\* \* \*

### A SAD EVENT.

The news of Father Mortier's death was deeply felt by all the children of the Academy. All revered the old priest and considered him a saint.

Class by class, the children paid their last respects to his remains lying in state. The High School and the upper Grammar Grades were indeed privileged that they were allowed to sing the Requiem Funeral Mass. A Mass given by the Children of Mary will be offered for the repose of his soul.

## Ocean Springs Tax Levy and Assessed Total Valuations

The municipal tax levy in Ocean Springs has been fixed at 28 mills, divided as follows: general fund, \$1,372,291, according to the annual statement of the city; cash balances total \$8,780, and outstanding bonds total \$223,000.

Ocean Springs has an assessed valuation of \$1,372,291, according to the annual statement of the city; cash balances total \$8,780, and outstanding bonds total \$223,000.

Also a Deep Sigh.

"Is it proper to applaud a good move in a chess tournament?"

"Yes, it's customary for the spectators to give three loud snorts."

Prepared this the 28th day of September, 1933.

GEORGE R. REA,  
Trustee.

### NOTICE TO BIDDERS

Notice is hereby given that the Board of Trustees of the City Schools of the City of Bay St. Louis will receive separate sealed bids for the furnishing of the following supplies to the said City Schools.

Item No. 1, 17 (Seventeen) adjustable desks and seats; desk top 23½" x 16 in.; height range of desk top 30-26 in.; height range of seat 18-14 in.; spacing top of back to near edge of desk—14½ in.

Item No. 2, 22 (Twenty-two) adjustable desks and seats; desk top 20½" x 14 in.; height range of desk top 26½-22½ in.; height range of seat—15½-12 in.; spacing top of back to near edge of desk—13-3½ in.

Curves showing the desk and seat must be submitted with each bid.

Bids submitted must be F. O. B. Bay St. Louis, Miss., that is, the freight is to be prepaid and added to the cost of bid of the bidders.

Payment to the successful bidder will commence about March 1st, 1934. The above bids must be filed with the Board of Trustees of the City Schools of the City of Bay St. Louis before eight o'clock P. M. on the Second day of November, 1933.

The Board of Trustees of the City Schools of the City of Bay St. Louis reserves the right to reject any and all bids.

CHAS. J. MITCHELL, President of the Board of Trustees of the City Schools of the City of Bay St. Louis, Mississippi.

### NOTICE TO CREDITORS.

Administrator's notice to creditors of Cecile Ladner Dubisson.

Letters of Administration having been granted on the 25th day of July, 1933, by the Chancery Court of Hancock County, Mississippi, to the undersigned upon the estate of Cecile Ladner Dubisson of Bay St. Louis, Miss., deceased, notice is hereby given to all persons having claims against said estate to present the same to the Clerk of said Court for probate and registration according to law within six months from this date, or they will be forever barred.

This the 9th day of October, 1933.

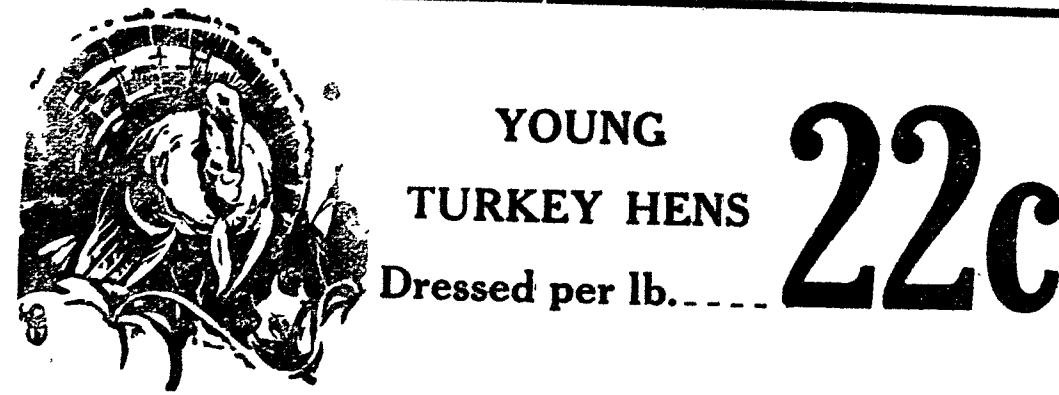
SYLVAN J. LADNER, Sr. Administrator.

### NOTICE OF STREET IMPROVEMENT BOND ISSUE ELECTION

# Mollere's Groceteria

151 Coleman Avenue  
Waveland, Miss

SPECIALS FOR FRIDAY &amp; SATURDAY



1 lb. REAL CORNED BEEF	ALL FOR	
2 lbs. CABBAGE		<b>25c</b>
Real Maggie & Jiggs Dish		
BEEF ROAST, lb.	6c	
BEEF STEW, lb.	5c	
BEEF RIB CHOPS, lb.	12c	
VEAL SHOULDERS, lb.	7c	
BOLOGNA SAUSAGE, lb.	10c	
BACON SMOKED, lb.	12c	
SALT MEAT side or shoulder, lb.	7½c	
FRESH PORK SHOULDERS, lb.	12c	
PICNIC HAMS Georgia, each	35c	
COFFEE Luzianne, per lb.	22c	
FLOUR 24 lbs. Plain or Self Rising	89c	
FLOUR ½ barrel,	\$3.70	
CREAM MEAL OR GRITS, 5 lbs.	10c	
RICE Fancy Blue Rose, 5 lbs.	18c	
POTATOES No. 1 Brown Beauties 10 pounds	17c	
POTATOES Sweet, 10 lbs. Real Porto Rican Yams	17c	

<b>Butter</b>	
Cloverbloom, 2 lbs.	41c
MUSTARD SPINACH COLLARDS (3 Bundles)	10c
COARSE SALT, 100 lbs.	98c
LEMONS dozen	10c
APPLES dozen	10c
ORANGES dozen	10c
PEAS Early June, No. 2 can, 3 for	25c
MILK Lion, tall, per can	5c
STARCH Tiger, 3 for	5c
WASHING POWDER, Snow Boy 3 for	5c

If it comes from MOLLERE'S It's the Best.

## CARD OF THANKS.

Grateful for every attention and the sympathy of our friends, acquaintances and the public in general, we wish to express our appreciation and to thank one and all on the occasion of the death and funeral of a beloved member of our family, Mrs. Louise Fayard Boudin. Especially to Rev. Father A. J. Gmelch, Rev. Father Leo F. Fahey, members of the Ladies' Woodmen Circle, Local L. & N. Employees, Dr. C. L. Horton, Sisters of St. Joseph Academy and immediate friends and relatives and acquaintances including many from the colored population.

Their assistance and sympathy has meant so much to us in this time of stress and grief.

Gratefully,  
GEORGE BOUDIN, Husband,  
and the  
PETER BOUDIN FAMILY.

## CARD OF THANKS.

Thanks and appreciation are here by expressed to Dr. C. L. Horton, Dr. M. J. Wolfe, and staff of King's Daughters Emergency Hospital for attention given us and also the citizens of Bay St. Louis for interest shown over our recovery from the automobile accident which occurred on O. S. T. near Logtown, Sunday night October 15.

MR. AND MRS. F. H. MAYBURY,  
3009 St. Philip Street,  
New Orleans, La.

## CARD OF THANKS.

The Fathers and students of St. Augustine's Seminary wish to express their heartfelt thanks to the good fellow citizens of Bay St. Louis and Pass Christian who have shown so genuine sympathy at the sad loss of one of our students who drowned in the Gulf off the west beach in Pass Christian. Sincerely regretting not to be able to show our appreciation in a more conspicuous way, we wish at least to say we are grateful to those self-sacrificing men from both Pass Christian and Bay St. Louis who spent so much time searching for the body of the student the evening and night after the drowning and the following days. Also we wish to thank Miss Del Bondio, Miss Bertrand, and Miss Abiley, of "Blue Heaven," for their kindness, and cooperation, and ready aid extended all the while the search was going on.

## ST. AUGUSTINE SEMINARY.

## CARD OF THANKS.

For the kindness and sympathy shown by neighbors and friends during the illness and death of our husband and father James Lester, we wish to express our profound gratitude.

MRS. ANNIE RESTER AND FAMILY

## The Sea Coast Echo

## ECHOES OF CITY P.T.A. PARADE

### Honoring Election of New State President—Launching P.T.A. Membership Drive.

Don't forget the waffle supper this Friday evening at the Answer. —Billy Ryland, attending L. S. U. and now a resident of Baton Rouge, visited at the home of Mr. and Mrs. W. J. Kidd Sunday and guest of Ainsworth and Raymond Kidd.

—Mrs. W. J. Curry came out from New Orleans Sunday to spend the day and was the guest of Mrs. Edmund F. Fahey. The afternoon was spent visiting along the coast.

—FOR SALE: Cabbage, Collard and Onion Plants in any quantity. Mrs. E. Boudin, Third street.

—Mr. and Mrs. W. J. Kidd have returned from a brief visit to New Orleans, where they have a circle of friends and acquaintances and enjoy an occasional visit to the Crescent City.

—The benefit waffle supper at the Answer will attract many this Friday evening. See announcement elsewhere.

—Zone meeting of Woman's Missionary Society will be held in the Methodist Church, Long Beach, ten o'clock, Tuesday morning, October Thirty First. Anyone desiring to attend, communicate with Mrs. C. M. Shipps.

—Messrs. Regisald N. Blaie, Jr., and Ed. J. Giering, Jr., attending L. S. U. motored over from Baton Rouge last weekend, visiting at their respective homes and mingling with the folks "back home." They returned Sunday evening to resume their studies Monday morning.

—Mrs. W. A. Sigerson, former Bay St. Louis resident, was out from New Orleans for the weekend, visiting relatives and friends. Mrs. Sigerson, while here, expressed her pleasure at being back in her former home town.

—Waffle supper tonight—Friday—at the Answer. Given by Woman's Missionary Society and for benefit debt fund. Serving from 5 to 8 o'clock.

—Mr. and Mrs. Thos. W. Kickham, who have been sojourning at Hot Springs, Ark., after spending a few days in New Orleans, have returned to their home in Jeff Davis avenue, Waveland, delighted with their trip. While in New Orleans they visited relatives.

—Mr. and Mrs. Jaubert Fuch and baby came out from New Orleans Saturday to visit relatives. Mr. Fuch returned home Sunday while his wife is spending the week visiting relatives at the family Waveland beach home of Mr. and Mrs. Robert P. Hyams. The delightful fall weather attracts many visitors to the beach summer home.

—Mr. John J. McDonald, junior member of the local wholesale firm of W. A. McDonald & Son, and also president of the local Rotary Club, recently left for Chicago to visit a Century of Progress, joining the ranks of the many who have gone to see an enterprise well worthy of time and attention. For the many who did not have time to visit Chicago this year the hope is expressed that Fair will continue next year.

—Mr. and Mrs. Joseph Scharff and young son left Sunday morning for Chicago where they will spend the week visiting a Century of Progress. They were accompanied as far as Memphis, Tenn., by their young son, who will remain with relatives in that city awaiting his parents return trip to come back home. Visiting the Fair at this time of the season is by far preferable to the hot season.

## BIRTHDAY PARTY ENJOYED.

Norma June Noto was the charming little hostess to a number of her little friends Wednesday afternoon at 4 o'clock at her home in Toulme street, celebrating the occasion of her first anniversary.

A large birthday cake with one candle decorated the table with a big bowl of punch next to it, pink and white being the color scheme.

The refreshments were enjoyed by the many young guests as their smiling faces revealed. Norma June was the recipient of many beautiful presents.

Those attending were Eloise Collier, Ray Ann Vairin, Betty Lou and Evelyn Taconi, Maylin Fayard, Beverly Jane, Shirley June and Dorothy Johnson, Bernard Farr, L. J. Weinberg, J. C. Scafide, Jr., Robert Taconi, Olin and Larry Schwall and Martin J. Noto.

## FOR ALL SAINTS

### FLOWERS

Chrysanthemums....

## Carnations....

## Roses, Etc....

## ADAMS

FLORIST

Pass Christian—Gulfport.

### SCHUBERT MUSIC CLUB MEMBERS ENTERTAINED AT J. D. GRACE HOME.

Members of the Schubert Music Club were recently entertained at the home of Mr. John D. Grace and his daughter, Miss Virginia, their home is always a center of music and musical activity and where much talent frequently centers.

For the occasion several choruses numbers were given by club members, and Mrs. Thos. A. Maxwell, whose exquisite and finished voice always delights, gave a number of operatic and other classical selections. Another pleasing feature was the rendition of "songs of yesterday" by Mr. Grace, numbers of another day that never grow old and live in fond memory. An evening of music as this was most engaging and its memory will long linger.

### ULYSSES CUEVAS WEDS AT HATTIESBURG ON WEDNESDAY MORNING.

An interesting event of the week was the marriage of Mr. Ulysses Cuevas, son of Mr. and Mrs. Victor C. Cuevas, residing in Carroll avenue, to Miss Katie Corn, of Hattiesburg, which took place Wednesday morning of this week in the latter city, Rev. McDonald conducting the ceremony.

The attendants were Mr. Joseph Hyland and Miss Bessie Conn. An informal ceremony and breakfast followed the ceremony after which Mr. and Mrs. Cuevas left by motor for a trip to Florida, after which they will return to Bay St. Louis and make their home under the parental Cuevas roof.

### R. M. Taylor School

The Taylor School with its unique rhythm band was a colorful group in red and white, headed by Mrs. W. Stockstill.

### R. W. Webb School

The Webb School children carrying banners, and bedecked with green streamers, were in charge of Mrs. F. Wright.

The various grammar grades of the Central School represented the objectives of the school. Each grade wore green and white bows, ties, or caps, and carried colorful posters.

They were as follows:

### First Grade—Health.

### Second Grade—Courtesy — prize winners.

### Third Grade—Manners.

### Fourth Grade—Character.

### Fifth Grade—Citizenship.

### Sixth Grade—The Spic and Span Army.

### Seventh Grade—Health.

### Eighth Grade—Modern Knights.

### High School

The High school classes represented the various school courses, United States History, Algebra, English in Action, Literature, Debate, Commercial Spanish, and Home Economics.

The Algebra and English in Action groups were particularly well worked out. The home economic girls lent a rainbow hue to the scene, as they marched by in their cooking aprons of pink, blue, green and orchid.

The prize for the most attractive group was awarded to the second grade, Miss Louvinia Saucier's room. The children wore green hair bows, and ties. They carried beautifully designed posters depicting the various forms of courtesy—smiles, helpfulness, politeness, apology and table manners. The first grade, under Mrs. Celine Ashcraft gave the prize winners a close race for first honors. This grade also wore green bows and streamers, and carried attractive posters.

The plant has been tenderly cared for by Mrs. Conner, a lover and successful grower of flowers, and her attention and tender solicitation is rewarded accordingly as above.

## NOTICE

In the Chancery Court of Hancock County, Mississippi.

## No. 3606

In the matter of the Validation of \$15,000.00 (Fifteen Thousand Dollars) of Refunding Bonds of the City of Bay St. Louis, Hancock County, Mississippi, issued for the purpose of providing sufficient funds with which to pay and retire that certain outstanding bonded indebtedness of said city, of the following issues and amounts, to-wit: Bonds in the sum of \$8,000.00 being the outstanding bonds due on January 1st, 1920 and designated as Municipal Improvement Bonds and bonds in the sum of \$7,000.00 being the outstanding bonds due on January 1st, 1934, of that certain \$100,000.00 issue of said city, dated January 1st, 1920 and designated as Municipal Improvement Bonds, and there are not and will not be sufficient funds on hand with which to pay said bonds when they mature.

To the Tax Payers of the City of Bay St. Louis, of Hancock County, Mississippi.

## NOTICE

You are hereby notified that the matter of the validation of the above mentioned Bonds will come on for hearing before the Chancery Court of Hancock County, Mississippi, on the 6th day of November, 1933, or before which date, objections, if any, may be filed.

## (Seal)

A. G. FAURE, Chancery Clerk of Hancock County.

## CHANCERY SUMMONS.

## THE STATE OF MISSISSIPPI.

To Alberta McCathen, You are summoned to appear before the Chancery Court of the County of Hancock, in said State, on the Second Monday of January, A. D. 1934, to defend the suit No. \_\_\_\_\_ in said Court of Henry McCathen, wherein you are a defendant. This 24th day of October, A. D. 1933.

## Excursion

## \$1.00 Round Trip to

## New Orleans

SUNDAY, NOVEMBER 5

Tickets on Sale from Pascagoula and All Gulf Coast Stations.

## TICKETS GOOD GOING ON TRAIN No. 3 &amp; 9

## RETURNING ON TRAINS NO. 10 &amp; NO. 2

Leaving New Orleans 5:20 P. M., And 8:40 P. M.

Secure Particulars from Local Ticket Agents.

Arrive Mobile 11:00 A. M.

Returning, Special Train will leave Mobile at 6:50 P. M. Sunday, October 29th 1933. Tickets good only on Special Train going and returning.

See the many attractions at the Greater Mobile Gulf Coast Fair

Secure particulars from Local Ticket Agents.

## CLASSIFIED ADS.

## HELP WANTED.

White woman to stay on place general work, small salary, must be neat and experienced cook. Write Sea Coast Echo.

## FOR SALE

Edison Diamond Disc Phonograph. Chippendale style cabinet, perfect condition, cost \$290.00. Also 69 records in perfect condition, cost approximately \$45.00. Bargain. 400 Carroll avenue. 10-20-2t.

Make Your Reservations NOW for the

## Big Hallowe'en Dance

at Uncle Charlie's Nite Club

Bay St. Louis, Miss.

## Saturday Nite